GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism - Administrative sanction for an amount of Rs.60.00 crores towards various events / festivals for the FY 2017-18 under Head of Account: 3452-01-190-05-310-312 - Orders -issued.

YOUTH ADVANCEMENT, TOURISM & CULTURE (T) DEPARTMENT

G.O.RT.No. 269 Dated: 08-08-2017

Read the following:

1. e-file No.COT-11/15/2017-UNIVERSITIES SEC-COT.
2. G.O. Rt. No. 1324, Fin (FMU-GAD.II) Dept., dated: 31.05.2017.

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ORDER

In the reference 1st read above, the Chief Executive Officer, Andhra Pradesh Tourism Authority has submitted a proposal for according permission to take up the following events and during the current Financial Year 2017-18 , and requested for sanction of Rs.65.00 crores under the HoA:3452-01-190-05-310-312 for organizing the said events.

2. In the G.O. 2nd read above, Finance Department have issued Comprehensive Budget Release Order (CBRO) for Tourism Department for an amount of Rs.242,04,34,000/- for the current Financial Year 2017-18.

3. In view of the above, and after careful examination of the matter, Government hereby approve the following events indicated in table given below, and accord permission to the Chief Executive Officer, A.P. Tourism Authority, Vijayawada to take up the events during the current financial year i.e.2017-18. Administrative sanction is accorded for incurring an amount of Rs.60.00 Crores (Rupees Sixty Crores only) towards organising the said events/festivals Hub-wise i.e. Visakhapatnam, Amaravati, Rajamahendravaram, Tirupati and Ananthapuram duly meeting the expenditure under the Head of Account: 3452-01-190-05-310-312 in BE.2017-18:

Hub : Visakhapatnam

Event	**Tentative Cost Rs.**	**Benefit**	**Theme**	**Duration**	**Agency**	**Tentative Dates**
1000 Hooves+Sand Marathon	2.0 cr.	Multicountry TV Visibility and PR	Beach Derby Equestrian	2 Days	E Factor	11-12 November
Vishakha Utsav	3.0 cr	City Festival	City Festival	4 Days	E Factor	22nd-25th December
Fringe Festival	2.0 Cr.	Global connection	Performances of street artists, memes, etc.	2 Days	Vinsan Graphics	7-8 October
Yacht Pentagonal	3.0 Cr.	Lifestyle property developer	A Maritime boat and yacht display	5 Days	E-Factor	December 1st week
Pro kabaddi league	2.0 cr.	Mass connectivity pan India	Sports	All Home Matches of Telugu Titans(4)	Vibri Media	All Home Matches of Telugu Titans
Sound on the Clouds of Vizag	2.0 cr	Mass connectivity pan India	A maritime boat and yacht display	2 Days	E Factor	Last Week of September
Cooking Olympaid	2.0 cr.	Emphasising culinary traditions of state	Culinary event	7 Days*	E-Factor	22-28 January
Total	**16 Cr**			**26 Days**		

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Hub: Amaravati

Event	Tentative Cost Rs.	Benefit	Theme	Duration	Agency	Tentative Dates
Buddhism Festival	3.0 Cr	Global Heritage connectivity	Religion and spiritual	2 Days	Fountainhead	To be decided
Literature-Fest +Thought leadership	3.0Cr	Intellectual positioning of State	Literature and Intellect	4 Days	Amaravati Culture Centre	19-22 October
Amaravati Theatre Festival	3.0 Cr	Intellectual positioning of State	Theatre	3 Days	Fountain Head	15-17 September
Regatta Championship	3.0Cr	Waterbody - amphasis	A maritime boat display and riverine sports	3 Days	Fountainhead	26-28 January
Amaravati Music and Dance Festival	3.0Cr	Music Show	Music and Dance	5 Days	Fountainhead	12-16 December
Youtube Awards	2.0 Cr	Social Media Connectivity	Social Media entrepreneurship	2 Days	Vibrimedia	To finalise with you tube
Total	**17.00 Cr**			**19 Days**		

Hub: Rajamahendravaram

Event	Tentative Cost Rs.	Benefit	Theme	Duration	Agency	Tentative Date
Celebrating A.R.Rehman	4.0 Cr.	Brand building	Music Concert	1 Day	Wizcraft	To be decided
Konaseema Sankaranti	2.0 Cr.	Cultural promotion through mass engagement	Culture and Heritage	2 Days	Wizcraft	13-14 Jan
Godavari Dance and Lantern	1.5 Cr.	Dance competition with participants form 13 districts	Culture and Heritage	2 Days	Wizcraft	21-22 Oct
Drone Light show	2.5 Cr.	One of a kind event in India	Light and art show	1 Day	Wizcraft	Nov-19
TOTAL	**10 Cr.**			**6 Days**		

Hub : Tirupati

Event	Tentative Cost Rs.	Benefit	Theme	Duration	Agency	Tentative Date
Crafts Mela	3.0 Cr.	Promoting art forms	Arts & Crafts	4 Days	Vibri Media	12-15 October
World Spiritual week	2.5 cr.	Intellectual positioning of state	Religion and Spiritual	3 Days	Vibri Media	12-14-January
Dhool	2.5 Cr.	Rural sports	Sports	5 Days	Vibri Media	First two weeks of December
Flamingo Festival	3.0 Cr	Environmental	Environmental	3 Days	Vibri Media	Last week of December
Total	**11 Cr**			**15 Days**		

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Hub: Ananthapuram

Event	Tentative Cost Rs.	Benefit	Theme	Duration	Agency	Tentative Date
Gandikota	2.0 cr.	Traditional	Culture & Architecture	3 Days	Vinsan Graphics	21-23 Jan
Lepakshi	2.0 Cr.	Traditional	Culture & Art	2 Days	Vinsan Graphics	24-25 Feb.
Jungle Tales	2.0 Cr.	Eco Tourism	Tribal preservation	3 Days	Vinsan Graphics	8-10 December
Total	**6.0 Cr**			**8 Days**		
Grand Total	**60 Crores**			**74 Days**		

4. The Chief Executive Officer, Andhra Pradesh Tourism Authority , Vijayawada shall take necessary further action in the matter as per the Comprehensive Budget Release Order (CBRO) issued in the reference 2nd read above and rule in force.

5. The Chief Executive Officer, A.P.Tourism Authority shall obtain detailed execution plan and cost estimates of the above events from the concerned agency and submit to the Government for approval.

6. The Chief Executive Officer, A.P.Tourism Authority, Vijayawada shall follow the following instructions as to ensure procedural and financial propriety in incurring expenditure for the above uch events :–

i. The standard rates for the equipments/instruments utilized during such events may be decided after calling a tender/bid for such purpose.
ii. The event organizer will be asked to submit a detailed document with respect to different items of expenditure and the costings along with the day wise events and other associated information to the CEO, APTA. If possible, a standard format may be prepared and communicated to all.
iii. The Collector of the District shall be the Chairperson of the Organizing committee and S.P. the Vice Chairperson and R.D. (Tourism) concerned would be the Member convenor with the District Tourism Officer (D.T.O.) and E.E., APTDC as member. Another 8-10 members will be appointed by the Collector as per need for smooth conduct of the event. The Collector shall appoint a Nodal officer of the level not less than a Deputy Collector who will coordinate on a regular basis with the RD and the Event organizer for successful conduct of the festival. The Government will issue a separate order for such purpose.
iv. A third-party monitoring system will be put in place who will monitor whether the event has been organized as per the proposals in terms of programmes, performers and equipments as mentioned in the document submitted as mentioned at point (i) and (ii) above or not. A checklist may be prepared for such purpose.
v. Simultaneously a sub committee headed by RD with Nodal officer, and DTO (District Tourism Officer) and the EE, APTDC concerned will check the deliverables on their own and prepare a report.
vi. The Sub Committee shall process the bills produced by the Event manager based on their inspection report and the third-party report as per the standard rates of items/equipments.
vii. The report of the Sub Committee and the third party will be placed before the Chairperson of District Tourism Council or the Collector for recommending payments to be made to the Event manager. The payment recommendation shall be made by the Collector to the CEO, APTA, who shall release the amount to Collector/DTC for payment to the Event Organizer.
viii. One Copy of all such records shall be sent to the CEO, APTA for accounting purpose.
ix. A professional Third Party agency also be engaged to give the Event Evaluation Report.

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7. This order issues with the concurrence of the Finance (FMU-GAD-II) Department vide their U.O.No.37027/124/FMU-GAD.II/2017, dated:15.06.2017.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
SECRETARY TO GOVERNMENT(T)

To
The CEO, A.P. Tourism Authority, Vijayawada.
All Event Managers / Agencies (through CEO, APTA)
All District Collectors, A.P. (through CEO, APTA)
Copy to:
The OSD to Minister for Tourism.
The PS to Secretary (Tourism), YAT&C Department.
The Finance (FMU-GAD-II) Department.
SF/SC

//FORWARDED:: BY ORDER//

SECTION OFFICER